

Message Text

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TAGS: EINV, SGEN, SOPN, IS
SUBJECT: EXAMPLES OF GOOD CORPORATE CITIZENSHIP - ISRAEL

REF: STATE 051579

1. EMBASSY CONTACTED SIX COMPANIES OF WHICH TWO HAVE
NO SPECIAL PROGRAMS. THE REMAINING FOUR, WHICH
ARE IN THE FIELDS OF ELECTRONICS, COMPUTERS, AND
COMMUNICATIONS, HAVE VARYING PROGRAMS WHICH
ARE DESCRIBED BELOW.

2. ISRAEL CAN BE CLASSIFIED AS A WELFARE STATE.
THE GOVERNMENT OFFERS MANY PROGRAMS AND
ACTIVITIES FOR THE WELFARE OF ALL RESIDENTS.
INDIVIDUAL FIRMS, THEREFORE, ARE LIMITED IN
THEIR FIELD OF ACTION BECAUSE OF THE LARGE
AMOUNT OF SOCIAL SERVICES SUPPLIED BY THE
GOVERNMENT. ALSO, SINCE PARAGRAPH 3 OF
REFTEL EXCLUDES LABOR TRAINING PROJECTS
(WHICH MANY COMPANIES SUPPLY BECAUSE OF A
DESIRE BY THEIR WORKERS TO IMPROVE THEIR
WORK SITUATION) THE FOLLOWING LISTING TENDS
TO BE RATHER SKIMPY AND CONCENTRATES MORE
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ON PERSONAL ASSISTANCE.

3. THE LARGEST MANUFACTURER OF COMPUTERS AND
RELATED EQUIPMENT (MAJORITY OWNED BY A US
COMPANY) PROVIDES A WIDE RANGE PROGRAMS AND
ACTIVITIES SUCH AS: DIRECT SUBSIDIES FOR
CULTURAL AND SPORT EVENTS FOR ITS EMPLOYEES

AND THEIR FAMILIES AND FOR THE PURCHASE
OF BOOKS AND TICKETS; GIFTS TO EMPLOYEES AND
THEIR FAMILIES ON BIRTHDAYS, WEDDING ANNIVERSARIES
AND GIFTS TO STUDENTS; SUBSIDIZED SUMMER
TOURS AND VACATIONS FOR WORKERS AND FAMILY
MEMBERS.

4. AN ELECTRONICS COMPANY, A WHOLLY OWNED SUB-
SIDIARY OF A US COMPANY, PROVIDES PARTIES
FOR EMPLOYEES' CHILDREN AND ORGANIZES SPORT
ACTIVITIES. IT ALSO SUBSIDIZES THE COST OF
TICKETS FOR CULTURAL AFFAIRS AND ARRANGES FOR
REDUCTION FOR PURCHASES AT CERTAIN STORES.

5. A COMMUNICATION EQUIPMENT AND ELECTRONICS
MANUFACTURER, WHOLLY OWNED BY A US
COMPANY PROVIDES SUBSIDIES FOR VACATION
COSTS OF WORKERS AND THEIR FAMILIES AND
ORGANIZES SPORTS AND CULTURAL EVENTS. IT
ALSO PROVIDES HOLIDAY GIFTS AND SPECIAL
LEAVE FOR WEDDINGS, BIRTHS, ETC.

6. A COMPUTER SERVICE COMPANY, WHOLLY OWNED
BY ITS US PARENT COMPANY, PROVIDES THE
USUAL SUBSIDIES FOR CULTURAL EVENTS, LOWER
PRICES AT CERTAIN SHOPS AND OFFERS SPECIAL
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SUMMER HOLIDAYS AND HOLIDAY GIFTS FOR CHILDREN
OF WORKERS.

7. AS CAN BE SEEN, SINCE THE GOVERNMENT TAKES
CARE OF MOST MAJOR SOCIAL NEEDS, THE COMPANIES
CONCENTRATE ON PROGRAMS FOR INDIVIDUAL
WORKERS AND THEIR FAMILIES.
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